

1 receiving an information transmission from a remote source and passing at least  
2 some of said information transmission to said computer, said information transmission  
3 comprising data and one or more instruct signals;

4 detecting an instruct-to-select signal in said information transmission;

5 processing said data transmission at said computer and selecting a plurality of  
6 subscriber data;

7 storing said selected plurality of subscriber data at said memory location;

8 receiving a mass medium program from a programming source and outputting  
9 said mass medium program at said output device;

10 selecting a stored subscriber datum to output; and

11 outputting a simultaneous or sequential presentation of said mass medium  
12 program and said selected stored subscriber datum.

B) Cont 13 *sub 4.* The method of claim 3, further comprising the step of programming said  
14 receiver station to process a broadcast or cablecast transmission, select a datum of  
15 interest communicated in said broadcast or cablecast transmission, and store said  
16 selected datum at a memory location. *same*

17 5. The method of claim 3, wherein said step of outputting a simultaneous or  
18 sequential presentation of said mass medium program and said designated output is in  
19 response to a command, said method further comprising one or more of the steps of:

20 inputting a subscriber command at said receiver station; and

21 detecting at said receiver station a command communicated from a remote  
22 station. *same as source?*

1           6.     The method of claim 3, wherein said mass medium program is one of a  
2 television program, a radio program, a print program, and a multimedia program.

3           7.     The method of claim 6, wherein said step of selecting a designated output  
4 stored in said computers in response to an <sup>same</sup>instruct signal communicated from said  
5 programming source, said method further comprising the step of programming said  
6 station to process an <sup>same</sup>instruct signal communicated from a <sup>same</sup>source that communicates a  
7 <sup>same</sup>mass medium program.

8 <sup>sub 2</sup> 8.     The method of claim 7, wherein at least one of said steps of processing  
9 said data transmission at said computer and selecting a plurality of subscriber data,  
10 selecting a stored subscriber datum to output, and outputting a simultaneous or  
11 sequential presentation of said mass medium program and said selected stored  
12 subscriber datum is in response to an <sup>same</sup>instruct signal communicated from said  
13 programming source, said method further comprising the step of programming said  
14 receiver station to locate or identify an instruct signal which is effective to control said  
15 computer in a information transmission communicated from a mass medium program  
16 (source) - <sup>same, sect. 3</sup>

17 <sup>sub 1</sup> 9.     The method of claim 3, wherein said step of storing said selected plurality  
18 of subscriber data at said memory location occurs before the commencement of said  
19 step of receiving a mass medium program from a programming source and outputting  
20 said mass medium program at said output device.

10. The method of claim 3, further comprising the step of generating and  
2 storing one or more subscriber data to serve as a source of a stored subscriber datum to  
3 select and output.

11. The method of claim 3, wherein said selected stored subscriber datum is a  
5 datum of price, portfolio holding, economic conditions, monetary value, or financial  
6 interest.

12. The method of claim 3, wherein a receiver specific performance is  
8 displayed in series of images that are outputted during the course of said mass medium  
9 program, said method further comprising one of the steps of:

10 outputting said selected stored datum in one of said series of images; and  
11 outputting said selected stored datum in response to a second instruct signal.

12 ~~A method of controlling a plurality of receiver stations each of which~~  
13 includes a television receiver, a signal detector, a processor, and with each said receiver  
14 station adapted to detect the presence of one or more control signals and programmed  
15 to process downloadable executable code, said method of controlling comprising the  
16 steps of:

17 (1) receiving at a transmitter station some downloadable executable code  
18 which is effective at a receiver station to select a subscriber datum for simultaneous or  
19 sequential presentation with a mass medium program, said downloadable executable  
20 code having at each of said plurality of receiver stations a target processor to process  
21 data;

1 ~~(2) transferring said downloadable executable code from said transmitter~~  
2 ~~station to a transmitter;~~  
3 ~~(3) receiving one or more control signals at said transmitter station, said one~~  
4 ~~or more control signals operate to execute said downloadable executable code; and~~  
5 ~~(4) transferring said one or more control signals from said transmitter station~~  
6 ~~to said transmitter, and transmitting an information transmission comprising the~~  
7 ~~downloadable executable code and one or more control signals.~~

8 *sub 12* 14. The method of claim 13, wherein said downloadable executable code or  
9 some identification data in respect of said downloadable executable code are embedded  
10 in a television signal.

11 15. The method of claim 13, wherein a television program is displayed at a  
12 receiver station and said downloadable executable code programs said receiver station  
13 processor or computer to output video, audio, or text in the context of said television  
14 program or to process a viewer reaction to said television program or to select  
15 information that supplements said television program content.

16 16. The method of claim 13, wherein said one or more control signals  
17 ~~incorporate some of said downloadable executable code.~~

18 *sub 13* 17. A method of gathering information on the use of resource or a signal at a  
19 receiver station, said receiver station having a processor, and a controlled device, said  
20 receiver station transferring said gathered information to a remote station, said method  
21 comprising the steps of:

1 (1) identifying a resource to select for simultaneous or sequential presentation  
2 with a mass medium program or a control signal which is effective to select a subscriber  
3 datum for simultaneous or sequential presentation with a mass medium program;

4 (2) monitoring said resource or said control signal;

5 (3) storing a record of the use of said resource or said control signal from said  
6 step of monitoring; and

7 (4) communicating information evidencing said use of said resource or said  
8 control signal from said step of storing a record from said receiver station to a remote

9 station. *same*

*BT cont*  
10 *Lab 3* 18. The method of claim 17, wherein the stored evidence information

11 identifies or designates one or more of:

12 (1) a mass medium program;

13 (2) a proper use of programming;

14 (3) a transmission station;

15 (4) a receiver station;

16 (5) a network;

17 (6) a broadcast station;

18 (7) a channel on a cable system;

19 (8) a time of transmission;

20 (9) a unique identifier datum;

21 (10) a source or supplier of data;

22 (11) a publication, article, publisher, distributor, or an advertisement;

23 and

1 (12) an indication of copyright.

*Sub E* 19. A method of controlling a remote intermediate mass medium

3 programming transmitter station to communicate mass medium program material to  
4 one or more receiver stations, with said remote transmitter station including a broadcast  
5 or cablecast transmitter for transmitting one or more units of mass medium  
6 programming, a plurality of selective transmission devices each operatively connected  
7 to said broadcast or cablecast transmitter for communicating a unit of mass medium  
8 programming, a mass medium programming receiver, a control signal detector, and a  
9 controller or computer capable of controlling one or more of said selective transmission  
10 devices, and with said remote transmitter station adapted to detect the presence of one  
11 or more control signals, to control the communication of specific units of mass medium  
12 programming in response to detected specific control signals, and to deliver at its  
13 broadcast or cablecast transmitter one or more units of mass medium programming,  
14 said method of communicating comprising the steps of:

15 (1) receiving a unit of mass medium programming to be transmitted by the  
16 remote intermediate mass medium programming transmitter station and delivering  
17 said unit of mass medium programming to a same transmitter, said unit of mass medium  
18 programming having an instruct signal which is effective at the receiver station to select a  
19 subscriber datum for simultaneous or sequential presentation with a mass medium  
20 program;

*same*  
21 (2) receiving one or more control signals which at the remote intermediate  
22 mass medium programming transmitter station operate to control the communication  
23 of said unit of mass medium programming; and

1 (3) transmitting said one or more control signals to said transmitter before a  
2 specific time.

*Sub 137* 20. The method of claim 19, further comprising the step of embedding a  
4 specific one of said one or more control signals in said unit of mass medium  
5 programming before transmitting said unit of mass medium programming to said  
6 remote transmitter station.

*B1 can't* 21. The method of claim 19, wherein said one or more control signals  
8 comprise a code or datum which operates at the remote intermediate mass medium  
9 programming transmitter station to identify said unit of mass medium programming,  
10 said method further comprising the step of:  
11 transmitting a schedule which operates at the remote intermediate mass medium  
12 programming transmitter station to communicate said said unit of mass medium  
13 programming to a <sup>same</sup> transmitter at said specific time.

*Sub 137* 22. A method of controlling one or more of a plurality of receiver stations  
15 each of which includes a mass medium program receiver, a signal detector, at least one  
16 computer or processor, and with each said receiver station adapted to detect the  
17 presence of one or more control signals and to input a viewer reaction to a specific offer  
18 communicated in a mass medium program, said method of controlling comprising the  
19 steps of:

20 (1) receiving a code or datum at a transmitter station, said code or datum  
21 designates a product or service offered in a mass medium program or a viewer reaction  
22 to an offer communicated in a mass medium program;  
*name*  
*name*

1 (2) receiving at said transmitter station an instruct signal which is effective at  
2 the receiver station to select a subscriber datum for simultaneous or sequential  
3 presentation with a mass medium program;

4 (3) transferring said code or datum or said instruct signal to a transmitter at  
5 said transmitter station at a specific time; and

6 (4) transmitting said code or datum and said instruct signal from said  
7 transmitter station.

8 *Sub 23* 23. The method of claim 22, wherein said instruct signal or said code or  
9 datum is embedded in a television signal or in a signal containing a television program.

10 *sub 24* 24. ~~The method of claim 22, wherein said instruct signal incorporates some~~  
11 ~~downloadable executable code.~~

12 *sub 25* 25. The method of claim 22, wherein a mass medium program is displayed at  
13 said one or more receiver stations and a control <sup>*same*</sup> signal directs the output of video,  
14 audio, or text to supplement said mass medium program or said mass medium  
15 program prompts a subscriber to react, said method further comprising the steps of  
16 communicating to said transmitter and transmitting an instruct signal which is effective  
17 a receiver station to output supplemental video, audio, or text or to process a subscriber  
18 reaction.

19 26. The method of claim 22, wherein said mass medium program is text.

20 *sub 27* 27. A method of controlling at least one of a plurality of receiver stations each  
21 of which includes a broadcast or cablecast signal receiver, at least one processor, a



1 signal detector, said signal detector adapted to receive signals from a broadcast or  
2 cablecast signal, and said processor programmed to respond to signals from said  
3 detector, and said method of controlling comprising the steps of:

4 (1) receiving at a broadcast or cablecast transmitter station an instruct signal  
5 which is effective at the receiver station to select a subscriber datum for simultaneous or  
6 sequential presentation with a mass medium program;

7 (2) transferring said instruct signal from said transmitter station to a  
8 transmitter;

9 (3) receiving one or more control signals at said transmitter station, said  
10 control signals identifying at least one specific receiver station in which said instruct  
11 signal is addressed; and

12 (4) transferring said one or more control signals from said transmitter station  
13 to a transmitter, said transmitter station broadcasting or cablecasting said instruct signal  
14 and said one or more control signals to said plurality of receiver stations.

15 *sub* 28. The method of claim 27, wherein said instruct signal or said control signal  
16 is embedded in the non-visible portion of a television signal.

17 29. The method of claim 27, wherein said one or more control signals  
18 identifies two of said plurality of receiver stations asynchronously and each of said two  
19 receiver stations receive and respond to said instruct signal asynchronously.

20 30. The method of claim 27, wherein a switch communicates signals  
21 selectively from a receiver and a memory or recorder to a transmitter, said method  
22 further comprising one from the group consisting of:

1 detecting a signal which is effective at the transmitter station to instruct  
2 communication;  
3 determining a specific signal source from which to communicate a signal to a  
4 <sup>same</sup> transmitter;  
5 controlling said switch to communicate a signal to said transmitter in response to  
6 a signal  
7 which is effective at the transmitter station to instruct communication;  
8 controlling said switch to communicate a signal from a selected signal source;  
9 and  
10 controlling said switch to communicate to said memory or recorder a signal  
11 which is effective at the receiver station to instruct.

*31*  
*cont*  
12 31. The method of claim 27, wherein a controller controls a switch to  
13 <sup>same</sup> communicate to a transmitter a selected signal, further comprising one from the group  
14 consisting of:  
15 detecting a signal which is effective at the transmitter station to instruct  
16 transmission;  
17 inputting to said controller a signal which is effective to control said switch;  
18 controlling said switch to communicate one or more signals according to a  
19 transmission schedule;  
20 controlling said switch to communicate from a specific one of a plurality of signal  
21 sources; and  
22 controlling said switch to communicate a signal to a selected one of a plurality of  
23 transmitters.

Sub 15

2 of:

3 transmitting to a receiver station one or more data that designate a time or a  
4 channel of transmission of said instruct signal or that specify the title of or some subject  
5 matter contained in a unit of mass medium programming or data associated with said  
6 instruct signal; and  
7 transmitting to a receiver station a control signal to cause said receiver station to  
8 tune to a broadcast or cablecast transmission containing a specific instruct signal.

Sub 16

9 33. ~~The method of claim 27, wherein said one or more control signals further~~  
10 ~~comprise downloadable executable code targeted to said processor at one or more of~~  
11 ~~said plurality of receiver stations, said downloadable executable code programming the~~  
12 ~~way or method in which said at least one processor responds to said instruct signal.~~

Bl  
con't

Sub 17

13 34. The method of claim 27, wherein at least one receiver station is adapted to  
14 detect the presence of said control signal or programmed to respond to said instruct  
15 signal on the basis of the location of a signal in an information transmission, said  
16 method further comprising the step of causing at least some of said control signal or  
17 instruct signal to be transmitted in said location.

Sub 18

18 35. An interactive method for mass medium programming promotion and  
19 delivery for use with an interactive television viewing apparatus comprising the steps  
20 of:

1 displaying a television program that promotes mass medium programming, said  
2 interactive television viewing apparatus having an input device to receive input from a  
3 subscriber;  
4 prompting said subscriber during said television program whether said  
5 subscriber-wants said mass medium programming promoted in said step of displaying,  
6 said interactive television viewing apparatus having a memory for storing a code or  
7 datum;  
8 receiving an reply from said subscriber at said input device in response to said  
9 step of prompting said subscriber, said interactive television viewing apparatus having  
10 a processor for processing said subscriber reply and said data;  
11 ~~cont~~ processing said reply from said step of receiving a reply and selecting a code or  
12 datum designating said mass medium programming, said interactive television viewing  
13 apparatus having a <sup>game</sup> transmitter for communicating information to a remote station;  
14 communicating said selected code or datum to a remote <sup>game</sup> site, said interactive  
15 mass medium output apparatus and said remote site comprising a network having a  
16 plurality of transmitter stations;  
17 assembling, in said network, a signal unit which is effective at said interactive  
18 television viewing apparatus to select a subscriber datum for simultaneous or  
19 sequential presentation with a mass medium program, said interactive television  
20 viewing apparatus having a receiver for receiving a signal from a <sup>same</sup> remote station;  
21 delivering said signal unit at said interactive television viewing apparatus; and  
22 selecting a subscriber datum for simultaneous or sequential presentation with  
23 said designate mass medium programming on the basis of said signal unit.



1 to said processor and performing, on the basis of said executable code, one selected  
2 from the group consisting of:

- 3 (1) receiving a signal containing said mass medium programming;
- 4 (2) actuating a video, audio, or print storage or output device, as  
5 appropriate, to store or output said mass medium programming;
- 6 (3) decrypting at least a portion of said mass medium programming;
- 7 (4) controlling a selective transmission device to communicate said  
8 mass medium programming to a storage device or an output  
9 device;
- 10 (5) generating a receiver specific datum to on the basis of information  
11 contained in said mass medium programming; and  
12 (6) delivering a receiver specific datum at said interactive television  
13 viewing apparatus simultaneously or sequentially with said mass  
14 medium programming.

15 39. An interactive method for mass medium programming promotion and  
16 delivery for use with an interactive mass medium program output apparatus

17 comprising the steps of:

18 displaying a mass medium program that promotes a specific fashion of  
19 presenting information to supplement mass medium programming, said interactive  
20 mass medium program output apparatus having an input device to receive input from  
21 a subscriber;

22 prompting said subscriber during said mass medium program whether said  
23 subscriber wants said information to supplement mass medium programming

1 presented in said specific fashion promoted in said step of displaying, said interactive  
2 mass medium program output apparatus having an output device for outputting  
3 information in said specific fashion;  
4 receiving a reply from said subscriber at said input device in response to said  
5 step of prompting said subscriber, said interactive mass medium program output  
6 apparatus having a processor for processing said subscriber reply and controlling  
7 delivery of said mass medium programming in response to instructions;  
8 delivering instructions at said interactive mass medium program output  
9 apparatus in response to said step of receiving a reply, said instructions controlling said  
10 interactive mass medium program output apparatus;  
11 processing said instructions from said step of delivering, said instructions  
12 effective to select a subscriber datum for simultaneous or sequential presentation with a  
13 mass medium program; and  
14 presenting said information to supplement mass medium programming in said  
15 specific fashion on the basis of said instructions.

16 *Sub 40* 40. The method of claim 39, wherein one or more of said instructions is  
17 embedded in the non-visible or non-audible portion of a mass medium program signal.

18 *Sub 41* 41. The method of claim 39, wherein information evidencing the availability,  
19 use or usage of said mass medium program or said information to supplement mass  
20 medium programming is stored or communicated to a remote data collection station,  
21 said method further comprising the step of selecting evidence information that  
22 identifies or designates one or more of:

- 1 (1) a mass medium program;  
2 (2) a use of programming;  
3 (3) a transmission station;  
4 (4) a receiver station;  
5 (5) a network;  
6 (6) a broadcast station;  
7 (7) a channel on a cable system;  
8 (8) a time of transmission;  
9 (9) a unique identifier datum;  
10 (10) a source or supplier of data;  
11 (11) a publication, article, publisher, distributor, or an advertisement;  
12 and  
13 (12) an indication of copyright.

14 42. The method of claim 39, wherein said instructions incorporate executable  
15 code said method further comprising the steps of communicating said executable code  
16 to said processor and performing, on the basis of said executable code, one selected  
17 from the group consisting of:

- 18 (1) receiving a signal containing said information to supplement mass  
19 medium programming;  
20 (2) actuating a video, audio, or print output device, as appropriate, to  
21 output said information to supplement mass medium  
22 programming or to output information in said specific fashion;



- 1 (3) decrypting at least a portion of said information to supplement  
2 mass medium programming;  
3 (4) controlling a selective transmission device to communicate specific  
4 output to a specific output device;  
5 (5) generating a receiver specific datum to present with said mass  
6 medium program or said information to supplement mass medium  
7 programming; and  
8 (6) delivering a receiver specific datum at said interactive mass  
9 medium program output apparatus simultaneously or sequentially  
10 with said mass medium program or said information to  
11 supplement mass medium programming.

BT  
Drt  
Sub 69  
12 43. A method of controlling a receiver station including the steps of:  
13 detecting the presence or absence of a broadcast or cablecast control signal;  
14 inputting an instruct-to-react signal to a processor based on said step of detecting  
15 the presence or absence of a <sup>same</sup> control signal;  
16 controlling said processor to output specific information in response to said step  
17 of inputting an instruct-to-react signal; and  
18 selecting a datum for simultaneous or sequential presentation with a mass  
19 medium program on the basis of information received from said processor based on  
20 said step of controlling a processor.

21 Sub 69 44. The method of claim 43, wherein a buffer is operatively connected to said  
22 processor for buffering input, said method further comprising the step of:

1 inputting said instruct-to-react signal directly to said processor.

2 45. The method of claim 43, wherein said processor processes a datum

3 designating a television channel or a television program, said method further having  
4 one step of the group consisting of:

5 controlling a tuner to tune a receiver to receive the television channel or  
6 television program designated by said processed datum;

7 controlling a selective transmission device to input to a control signal detector at  
8 least some portion of the television channel or television program designated by said  
9 processed datum;

10 controlling a control signal detector to search for one or more control signals in  
11 the television channel or television program designated by said processed datum;

12 controlling a selective transmission to input to a computer control signals  
13 detected in the television channel or television program designated by said processed  
14 datum;

15 controlling a computer to respond to control signals detected in the television  
16 channel or television program designated by said processed datum;

17 controlling a television monitor to display video or audio contained in the  
18 television channel or television program designated by said processed datum;

19 controlling a video recorder to record or play video or audio contained in the  
20 television channel or television program designated by said processed datum; and

21 controlling a selective transmission device to communicate to a video recorder or  
22 a television monitor the television channel or television program designated by said  
23 processed datum.

1        46.    The method of claim 43, wherein said processor processes a datum  
2    designating one or more specific channels of a multichannel cable or broadcast signal,  
3    said method further having one step of the group consisting of:  
4        controlling a tuner to tune a converter to receive the one or more specific  
5    channels designated by said processed datum;  
6        controlling a selective transmission device to input to a control signal detector at  
7    least some portion of the one or more specific channels designated by said processed  
8    datum;  
9        controlling a control signal detector to search for one or more control signals in  
10   the one or more specific channels designated by said processed datum;  
11        controlling a selective transmission to input to a computer control signals  
12   detected in the one or more specific channels designated by said processed datum;  
13        controlling a computer to respond to control signals detected in the one or more  
14   specific channels designated by said processed datum;  
15        controlling a television monitor to display video or audio contained in the one or  
16   more specific channels designated by said processed datum;  
17        controlling a video recorder to record or play video or audio contained in the one  
18   or more specific channels designated by said processed datum; and  
19        controlling a selective transmission device to communicate to a storage device or  
20   an output device the one or more specific channels designated by said processed datum.